

SALINA ARTS & HUMANITIES COMMISSION

June 20, 2007

The monthly meeting of the Salina Arts and Humanities Commission was held at the Smoky Hill Museum Community Room at 4:30 p.m. on Wednesday, June 20, 2007. In attendance were Marilyn Benyshek, Kati Blue, Shirley Braxton, Peggy DeBey, Randall Hardy, Rachel Loersch, Gayle McMillen, Linda Moore, John K. Vanier II, and Ted Zerger. Staff Present: Sharon Benson, Kathy Burlew, Carrie Carpenter, Brigid Hall, Susan Hawksworth, John Highkin, and Glenda Johnson. Absent: Shawn Crawford, Cheri Parr and Linda L. Smith. Staff absent: Karla Prickett.

Moore opened the meeting at 4:37 p.m.

Focus Time: Smoky Hill River Festival Review/Feedback

Hardy – very impressed with the crafts. Loersch – grandkids loved the entertainment at the Children's Stage – saw Jamie Adkins four times and I am Kenny J three times. DeBey – were numbers up? Highkin, Yes. DeBey – First Treasures? Hall - 425 items were donated and all tickets were given out. Benson – up \$44,000 in food sales, approximate \$6,000 will be income for the Festival budget. First time on-site handler meeting was held which helped a lot when it came to food inspections. Vendors received minimal violations. The Food Committee will be conducting an evaluation soon and food vendors will receive all comments from the committee plus the Health Department comments. Island Noodles sold out late on Saturday and went through product for the next three weeks. Benyshek – button sales? Highkin - we won't know the numbers for several weeks due to money still being received. Post evaluations will be held with each committee to determine what needs changed for next year. DeBey – the music is really hard to hear when you are far from the stages but is good for visiting. Braxton – music was good. McMillen – good time had by all.

Minutes

Benyshek moved to approve the May 16, 2007 minutes and McMillen seconded. Motion passed. Adjournment should have read as 5:31 p.m. not 4:31 p.m.

Staff Reports

Hardy – Ditty Bops were hard to hear. Benson – the problem was the two women don't sing out; Hooper sounds did everything possible but it still was difficult. Stage Manager said that their attitudes were poor and discussion is being held between Benson and the Ditty Bops agent.

Nominating Committee Report

Benyshek – committee is looking at two positions: that already vacated by Luci Larson and Smith's term limiting out. Mayor Jilka will be announcing the new person to replace Larson at the City Commission meeting on June 25th. Committee is also looking at mix of the SAHC strengths and weaknesses – desire to have a native Spanish-speaking person. If anyone has suggestions of potential candidates please share names with DeBey, Benyshek or Zerger.

City of Salina 2007 SAHC & Museum Budgets

Highkin - May is when budgets are submitted to the City. No major changes in 2008 from the City. In 2007, SAHC's City budget was \$377,000 (including \$25,000 for planning which will not be in the 2008 budget); approximately \$379,000 for the operations of the Smoky Hill Museum. Submitted CIP requests for computers, monitors and software. City Manager and Finance Director will be reviewing items and in August the discussion happens regarding funding, CIP. Final budget approval will be in November.

Horizons

The Stiefel Theatre Grant #06-02-18 "Encounters Series" was submitted and reviewed.

The Salina Art Center submitted an extension letter requesting extension until August regarding the final report for the Advancement Grant #07-03-01. SAC's primary exhibit will not be completed until August and needs to be part of the report. Staff approved the request.

Horizons Committee is still working on the date and getting a venue for a major Horizons member gathering – dates being considered are November 3rd or November 10th. Two-thirds of Horizons member donors are up for renewal in their three-year commitment, which makes this an important function. The Committee continues to look at funding levels and processes. Committee will be scheduling focus groups with existing Horizons members to see what is going to be the best thing for the Horizons Program.

Planning Update

Arts & Economic Prosperity III update – national economic survey done by Americans for the Arts; Salina one of 165 municipalities, regions and states. Billboard layout was seen in the meeting and is on I-70. Thirteen organizations from Salina filled out extensive data about their budgets and audiences. Gathered 723 audience surveys from 16 events and venues. Results: total direct expenditures \$23.5 million – ½ from organizations and ½ from audiences – supporting 815 full time equivalent (FTE) jobs. \$2.04 million that comes back through local and state taxes. Resulting message: arts & cultural is an important industry in Salina. Participation cost \$3,500, half paid by the City, half by cultural organizations including \$500 by the Chamber's Convention and Visitors Bureau. Full report is on our website salinaarts.com. A group of cultural directors has made presentations to Lion's Club, Noon Rotary and the City Commission. More to come. Diane Mataraza requested and received raw Salina data from Americans for the Arts with permission from each Salina organization.

Benyshek – as you saw this amount of money, is this a surprise? Highkin – didn't have any way to gauge it; what skews the numbers a little bit is that capital campaign funds were added to the numbers. Overall, collectively makes it not surprising. DeBey – 815 full time equivalent jobs? Highkin – the study measures how a dollar flows through the City's economy; 415 of the FTEs come directly from organizational spending, the rest as

a result of audience spending. Another way to think of how a dollar flows: a theater buys a gallon of paint; this helps pay the paint store employees, then those employees go out and buy groceries, which helps pay the salaries of the grocery store clerks.

Benyshek – how is this information going to be used in the community; is it going to be used in other places other than the Chamber? Highkin – it's part of an equation in making a strong argument about how important arts and cultural is for the community. For each organization it becomes a tool to use, provides us additional ways of reaching people through arts, recruiting people for businesses, to work, to live in Salina. We may be surprised by what develops.

Benyshek – asked John Vanier about whether the City Commissioners were impressed with the report? Vanier – yes there is an economic benefit to this community and solidifies the City Commission's arguments for funding arts and culture. He was surprised at the numbers. Hardy – real challenge is not reaching the "usual" people, but reaching those who always have something negative to say. Suggested visiting retirement homes. Moore – more people should realize that this is good thing. Benson – Diane's process 815 jobs. Landscape to the community – we need to be recognized and the money to do our jobs. Highkin – great media coverage. Benson – two articles on the Festival resulted from this about hotels and food vendors. DeBey – average dollars spent is not too great according to the report. Highkin – excludes the admission price.

The Big Ideas

Highkin – surveys for The Big Ideas have been completed. A total of thirty-three organizational surveys, 175 artist surveys and 1200 public opinion surveys were received. Mataraza next visit is scheduled for late September.

Museum Accreditation Update

Hawksworth – four documents that will be submitted to the Commission for approval are: Strategic Plan, Code of Ethics, Collections Policy and Disaster Plan. The next Commission packet will include three of these documents, Code of Ethics, Collections Policy and Disaster Plan for approval. Hawksworth and staff have been doing strategic planning with Diane Mataraza, which will be sent in with accreditation. DeBey – What is the benefit to being accredited? Hawksworth – does help with grants and any Museum can apply for accreditation. It is a stamp of approval – lets people know that the Museum is a serious institution. Accreditations are renewed every 10 years. DeBey – does American Association of Museums accreditation process send someone out to promote it? Hawksworth – they do not send anyone out personally, but do send sample press releases and encourage Museum to publicize their accreditation. Thirteen Museums are accredited in Kansas – nation wide numbers are hard to find. Salina Art Center is also accredited; having two of the thirteen accredited Museums in one City is very rare.

DeBey – has the Santa Fe Day renaming been decided? Hawksworth – it will be renamed - Smoky Hill Museum Street Fair. We decided to go with a name that will represent the event as well as allow a theme. Each year will have a new theme – 2007 theme will be "Building the American Dream." This year's date is September 22nd. Staff

has high expectations with several returning events: Chili Cook-off, parade, and Wildcat Run.

Other Business

Benson – Jazz guitarist Pat Metheny with Christian McBride and Antonio Sanchez will be in concert at the Stiefel Theatre, October 9, 2007. Admission is \$23 or \$20 (with 2007 Festival button). Victor Wooten has been contracted to play at the Stiefel on February 9, 2008. Wooten is known for his bass playing and is a member of Bela Fleck and the Flecktones. This concert will be an extension of Martin Luther King Day Celebration. Admission is adults \$15, students \$10.

McMillen motioned to adjourn the meeting and Benyshek seconded. Motion passed.

Moore adjourned the meeting at 5:33 p.m.

/kab